




ABOUT 50% OF MOTORCYCLE CRASHES
ONLY INVOLVE YOU AND YOUR BIKE
IT WASN'T ANOTHER DRIVER'S INEXPERIENCE.
IT WASN'T ANOTHER DRIVER RIDING IMPAIRED.
IT WASN'T ANOTHER DRIVER WHO CAUSED THE BAD WEATHER.
IT WASN'T ANOTHER DRIVER WHO WAS TAKING RISKS.
IT WASN'T ANOTHER DRIVER GOING TOO FAST.
IT WASN'T ANOTHER DRIVER WHO LOST CONTROL.

RIDE *smart.*
RIDE *safe.*



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